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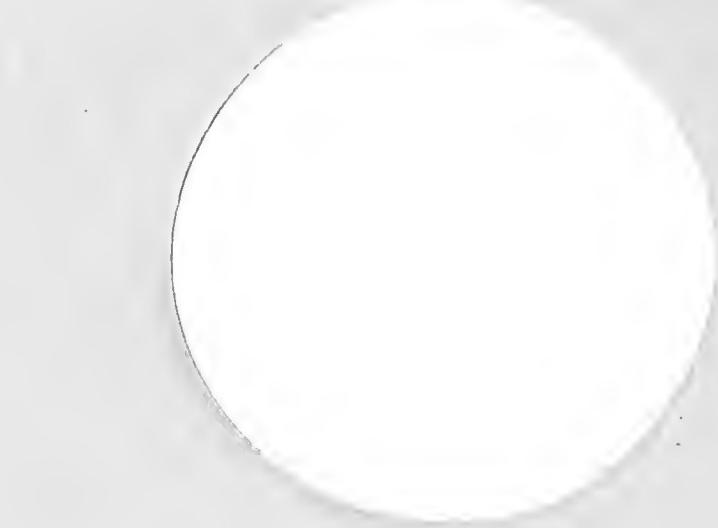
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La Bars'
Rhododendron Nursery

STROUDSBURG, PENNA.





A Word About Quality in Rhododendrons

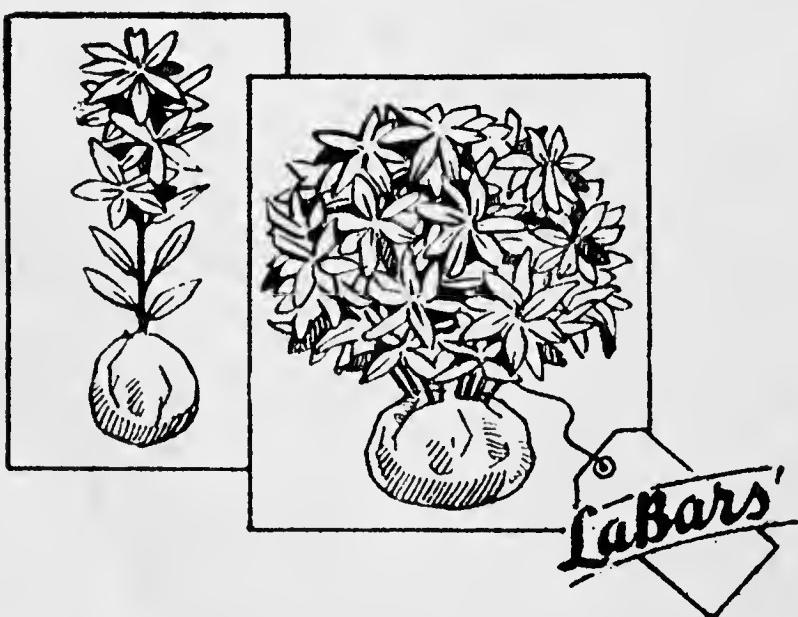
YOU may have a fairly accurate idea of the value of everyday commodities, but have you ever considered that when purchasing plants you must rely to a great extent upon the reputation of the grower.

Quality in plant materials is difficult to define. Quality cannot be judged by the appearance of the plant alone. Quality depends largely on unseen factors such as root growth, vi-

tality and resistance to disease. The integrity and skill of the grower is your only guarantee that these all important factors are present.

Countless ways are open to the grower of bargain plants to reduce his growing costs, if he is willing to do so at the sacrifice of quality. It is true that the most costly plants are not always the best, but an established and reputable nursery is conscientious in its efforts to sell the best quality at a fair price.

Thirty-five years experience, and the desire to produce a superior product, has taught us, we believe, how to grow quality RHODODENDRONS at a fair price. We hope you will give us the opportunity of demonstrating to you that our material is truly the "Best In Native Rhododendrons."



SPECIAL OFFER!!!

An opportunity to begin the Rhododendron Planting you have long wanted

Strong, Healthy Plants

THAT WILL GIVE YOU INCREASING ENJOYMENT YEAR AFTER YEAR

SELECT the offer you want. The price includes packing for express or freight shipment. Transportation charges are collect (payable at destination).

Offer "A"

Your choice of any
Two
RHODODENDRONS
described on pages
4 and 5
12 to 15 inch
size

Suggestion:

- 1 RHODODENDRON CATAWBIENSE
- 1 RHODODENDRON CAROLINIANUM

\$3.00

Offer "B"

- 1 RHODODENDRON CATAWBIENSE
- 1 RHODODENDRON CAROLINIANUM

- 2 RHODODENDRON MAXIMUM

All plants
12 to 15 inch
size

\$5.00

Offer "C"

- 2 RHODODENDRON MAXIMUM
12 to 15 inch

- 2 RHODODENDRON CATAWBIENSE
12 to 15 inch

- 1 RHODODENDRON CAROLINIANUM
12 to 15 inch

- 2 PIERIS FLORIBUNDA
12 to 15 inch

- 1 AZALEA CALENDULACEA
12 to 18 inch

- 1 AZALEA ROSEA
12 to 18 inch

\$10.00



La Bars' Native American

Rhododendron Maximum ... (*Rosebay Rhododendron*)

Most everyone is familiar with the native RHODODENDRON of our woodland slopes and valleys, with its large, thick, deep green leaves and its white or delicately pink tinted flowers, opening in June and July. It is unrivalled and its use unlimited for plantings in shaded areas (*See photograph on page 1*).

Rhododendron Carolinianum ... (*White Carolina Rhododendron*)

Plant lovers each year are taking more and more to this small leafed and small flowered type of RHODODENDRON. The profusion of really pink flowers in May more than makes up for their small size. Too, the dark green foliage contrasted with the reddish stems gives a most interesting variation in any planting. It is a rapid grower and does well in either sunny or shaded locations.



La Bars' Rhododendrons are nursery grown from sturdy, transplanted roots. They are not seedlings in any sense of the word, but fully developed plants grown on large clumps of healthy roots. This insures successful replanting and continuous development. Not one, but many stems spring from the roots to make a single specimen. Our 12 to 15 inch Rhododendrons will have as many as 8 to 10 major stems. That means our nursery grown plants are from 8 to 10 times the size of the average "collected" seedlings.

*List of available sizes and prizes
on Page 9*

Rhododendrons

Rhododendron Catawbiense ---

(*Catawba Rhododendron*)

This is probably the toughest and hardiest of all RHODODENDRONS for use in general planting. The flowers are borne in profusion in shades of orchid-pink and rose-purple, opening to large size in late May before the new growth is of any appreciable size. Many of the HYBRID RHODODENDRONS are duplicated by the shades of this hardy native plant. RHODODENDRON CATAWBIENSE is usually the first choice in small plantings, as it can be relied upon to do well in most locations.



Rhododendron Carolinianum Album ---

(*White Carolina Rhododendron*)

The general characteristics of this plant are quite similar to the PINK CAROLINA RHODODENDRON — small leaves and flowers, but the flowers of the album type are creamy-white or delicate shades of pink and the foliage is a lighter green. When planted in partial shade, which is the proper location, the plant takes a spreading habit.

Rhododendron Minus --- (*Piedmont Rhododendron*)

Another small leaf type with rosy-pink clusters of flowers appearing in June and July, nestled at the base of the new growth. It is the most rapid growing of all RHODODENDRONS, and when planted in shaded conditions will take on a loose open habit of growth, bringing into prominence the rich maroon color of the stems. In the sun the plant assumes a more formal outline.

List of available sizes and prices on page 9

Native Azaleas

THE American Azaleas, or Honeysuckles as they are sometimes termed, are unsurpassed for delicacy of color, hardiness, and dependable bloom year after year. There is no substitute for them as early spring flowers, and a bloom time from early May until late June can be had by an assortment of varieties. For fall coloring the foliage is outstanding, turning to varied brilliant hues with the coming of frost.

Azalea arborescens (Sweet Azalea)

The fragrance of its flowers, nestled among the rich, shiny, green foliage will carry throughout your garden. Broad and dense in growth it is excellent for border plantings. The white or slightly pink flowers appear in June.

Azalea nudiflora (Pinxter Azalea)

Similar to *Azalea rosea* and often classified as the same. Light pink to deep rose flowers bloom in May. While it is not very fragrant its fine growing qualities make it very desirable.

Azalea viscosa (Swamp Azalea)

While this plant is often found growing in low, swampy areas, it is also a native of higher locations and does well in either place. Its profusion of white blooms in June and July spread a delightful fragrance through the garden. The shiny, blue-green foliage turns shades of bronze and red in the fall.



Azalea vaseyi (Pink Shell Azalea)

Very appropriately called Pink Shell Azalea as the blooms reflect the delicate pinks of sea shells. The flowers appear in late April before the foliage, and present possibilities of many interesting combinations with early spring flowers. The foliage turns shades of red in late summer.

Azalea calendulacea (Flame Azalea)

"Oh, what glorious shades of color," is an expression frequently heard when visitors to the nursery see this plant blooming in late May. Yellows, oranges, reds, and all conceivable combinations of these colors are apparent in a grouping of this hardy Azalea. Authorities rate it one of the best for Northern gardens.

Azalea rosea (Downy Pinxterbloom)

Fragrance and beauty attract attention to this fine American Azalea. The lovely, rich, rose-pink blooms have a spicy fragrance which delights visitors to our nursery during May. The plants are more formal in outline than other native Azaleas, are particularly hardy, and adapted to mountain conditions.

Azalea canadensis (Rhodora)

Early visitors to the nursery enjoy the profusion of delicate, lavender-pink blossoms of this dwarf Azalea, as they appear in April. Excellent for a naturalistic ground cover in wooded areas, or their borders, as the plants spread by underground shoots, producing mats that are often three feet high.

*List of available sizes and prices
on page 9*

Pieris Floribunda

(*Mountain Fetterbush, Evergreen
Lily-of-the-Valley Shrub*)

Until recent years Pieris was comparatively rare and only collected plants were available. We now have an excellent stock of *Nursery-Grown* plants, which are being used extensively. The dark evergreen foliage, dwarf, compact habit of growth and white lily-of-the-valley flowers in April make it a most desirable border, rock garden, or ground cover plant.



Leucothoe Catesbaei

Leiophyllum Buxifolium

(*Box Sand Myrtle*)

Another dwarf evergreen for rock garden or border planting. The smooth, evergreen leaves resemble boxwood and during May delicate white flowers are so abundant that the plant is almost completely hidden. Even large specimen plants seldom reach a height of more than 8 inches.

Leucothoe Catesbaei

(*Drooping Leucothoe*)

Leucothoe is indispensable in naturalistic plantings. Graceful sprays of white flowers hang from the branches in May, giving the effect of a flowering fern. The evergreen foliage turns to rich red and purple shades in the fall. Ideal for shaded locations.

Vaccinium Corymbosum

(*High Bush Blueberry*)

The Blueberry or Huckleberry fruits are well known and the plant itself is very attractive. The foliage during the spring is a fresh green turning to bright scarlet shades in the fall. The edible fruit is borne in late August.

- We have over one million nursery grown, plants in our four nurseries which comprise a thousand acres. Large scale production of these native plants enables us to make very attractive prices on carload and truck load quantities.
- If you contemplate planting a large area we will gladly offer suggestions for preparation of the soil, selection of varieties and answer to the best of our ability any question that may arise.
- If your requirement calls for a carload quantity, 400 to 500 plants, we suggest that you write for our Special Carload List.

List of available sizes and prices on page 9



*The East
Entrance to the
Nursery*

Visitors are welcome to the nursery the year 'round and will find it especially interesting during bloom season. The bloom starts the early part of May and continues well into July.

The nursery is easily accessible being but a two minutes drive from the center of Stroudsburg.

Hybrid Rhododendrons (*Grafted Plants*)

It is possible to secure in Hybrid Rhododendrons colors not found in native varieties. We have found the following varieties hardy and satisfactory growers in Northeastern Pennsylvania. The plants are excellent quality, but as we do not have a complete size range in each variety, we suggest you mention second choice when ordering.

	15-18"	18-24"	2-2½'	2½-3'	3-3½'	3½-4'
Album Elegans						
Light blush, changing to white	\$3.50	\$8.00	\$10.00	\$12.50
Boule de Neige						
Dwarf, white	6.00	7.50	10.00
Catawbiense Boursalt						
Lilac	3.50	8.00	10.00	14.00	17.50
Delicatissimum						
White, tinted flesh pink	3.50	10.00
Dr. H. C. Dresselhuys						
Good lively red	3.50
E. S. Rand						
Rich Scarlet	3.50	9.50	12.50	15.00
Everestianum						
Rosy Lilac	3.50	8.00	10.00	14.00	17.50
Ignatius Sargent						
Rose - Scarlet	3.50	8.00	10.00	14.00	17.50
Lee's Dark Purple						
Dark Purple	3.50
Mrs. C. S. Sargent						
Clear rose-pink	3.50	8.00	10.00	14.00	17.50
Purpureum Elegans						
Fine Purple	3.50
Roseum Elegans						
Good Rose	3.50	8.00	10.00	14.00	17.50

Packing packing is charged for additional for all less-carload freight, express or parcel post shipments, and transportation charges are to be paid by the customers.

La Bars' Rhododendron Nursery

1936 Price List

VARIETIES	12-15 ins.	15-18 ins.	18-24 ins.	2-2½ feet	2½-3 feet	3-3½ feet	3½-4 feet	4-5 feet	5-6 feet
Rhododendron maximum	\$1.50	\$1.75	\$2.00	\$2.50	\$3.00	\$3.75	\$4.50	\$6.25	\$8.50
Rhododendron catawbiense ..	1.75	2.00	2.50	3.50	4.75	5.75	7.00
Rhododendron carolinianum ..	1.75	2.00	2.50	3.50	4.75	5.75	7.00	10.00	13.50
Rhododendron " album ..	1.50	1.75	2.00	2.50	3.00	3.50	4.00
Rhododendron minus	1.75	2.00	2.50	3.50	4.50	5.50	6.25	7.75	9.25
Kalmia latifolia	1.50	1.75	2.00	2.50	3.50
Kalmia angustifolia	1.50	1.75	2.25
Leucothoe catesbaei	1.50	1.75	2.25	3.00
Pieris floribunda	1.50	1.75	2.25	3.00

Leiophyllum buxifolium—6 x 10 inch top spread....\$1.50; 10 x 15 inch top spread....\$2.00
 15 x 20 inch top spread....\$2.50

Rhododendron maximum—6 to 7 ft....\$12.50; 7 to 8 ft....\$16.50; 8 to 9 ft....\$23.50
 9 to 10 ft....\$32.50; 10 to 12 ft....\$50.00; 12 to 14 ft....\$65.00

VARIETIES	12-18 ins.	18-24 ins.	2-2½ feet	2½-3 feet	3-3½ feet	3½-4 feet	4-5 feet	5-6 feet
Azalea vaseyi	\$2.25	\$3.00	\$3.50	\$4.00	\$5.75	\$.....	\$.....	\$.....
Azalea calendulacea	1.25	1.50	1.75	2.25	3.25	4.75	6.00	8.00
Azalea arborescens	1.25	1.50	1.75	2.25	2.75	3.50	5.00	6.50
Azalea nudiflora	1.25	1.50	1.75	2.25	2.75	3.50	5.00	6.50
Azalea rosea	1.25	1.50	1.75	2.25	2.75	3.50	5.00	6.50
Azalea viscosa	1.25	1.50	1.75	2.25	2.75	3.50	5.00	6.50
Azalea canadensis	1.50	1.75	2.25
Vaccinium corymbosum	1.25	1.50	1.75	2.00	2.50	3.00

Quantity Discount Deduct 10% for lots of 10 to 50 of one variety.
 Deduct 20% for lots of 50 or more of one variety.

Packing Packing is charged for additional for all less-carload freight, express or parcel Post shipments, and transportation charges are to be paid by the customers.

Answers to Your Questions

About the Planting and Care of Rhododendrons, Azaleas and Other Native Plants

What Location Shall I Select? Plant Rhododendron Maximum and Leucothoe on the north and west sides of buildings and slopes, and protect from strong winds. The other Rhododendrons, Pieris, Leiophyllum and Kalmia will do well in either sunny or shaded locations. Azaleas prefer sun or plenty of light.

What Type of Soil Do They Like? Provide a loose, light, fibrous soil, as is commonly called woods-soil. Good drainage is essential and necessary, so that water will not stand about the roots. Nearly all soils except heavy clay are suitable, but are improved by adding peat moss, decayed leaf mold, old hardwood sawdust, or acid humus. Your soil must be acid, and if it contains lime correct it. You can easily do this by adding $\frac{1}{2}$ to 1 pound of Aluminum Sulphate to each square yard of soil surface.

How Deep Shall the Plants Be Set? Rhododendrons should be planted very shallow with practically no soil over the earth-ball, and none over the crown of the root. Dig a hole large enough to admit the earth-ball without cramping and press the soil firmly around so there will be no air pockets.

How Often Shall I Water? Because Rhododendrons are often found growing along banks of streams many people think Rhododendrons require a lot of water. This is not true and a lot of water is not necessary. They should be watered immediately after planting and several times weekly until they become established, but after that only during dry seasons. When watering saturate the ground, as one good application is better than several light sprinklings.

Is a Mulch Required? A mulch of three to five inches of hardwood leaves, or a lesser quantity of peat moss, leaf-mold, or old hardwood sawdust is very desirable and should be left on throughout the year. During the winter it will prevent freezing and thawing and in the summer will keep the soil cool and moist.

Shall I Fertilize My Plants? Rhododendrons may be fertilized by a very light application of well rotted cow manure covering ground to a depth of 1 to $1\frac{1}{2}$ inches. Information covering fertilization of large areas will gladly be supplied upon request.

Is Pruning Necessary? Pruning other than the cutting out of dead wood which may appear, is not advisable as new branches will not break from the old wood. To conserve the strength of the plant and encourage the growth of new leaves, the flower clusters may be pinched off as they begin to wither. The energy which would ordinarily go into producing seed is thus diverted to producing new foliage and flower buds for the following spring.

TO HELP YOU ORDER

Shipping Season — The frost is usually not out of the ground to permit of shipping prior to April 1st and some seasons even later. Shipments continue until late June. Fall shipments start about August 20th and continue until the latter part of November.

Shipping Methods — Shipments can be made by express, or freight. Frequently it is advantageous to ship by freight on account of the weight of the plants. Unless you specify how you wish your order to go we will use our best judgment.

Claims — After receiving the forwarding receipt from the transportation company, ownership passes to the purchaser, and goods travel at his risk. Claims for loss, damage or delay occurring in transit should be made against the carrying company and not against us. In event of such trouble, you should insist that the delivery agent state in writing on your paid transportation receipt the condition of the shipment and you should file a claim with the proper officer. If you will mail a copy of the claim to us at the same time we will assist in obtaining an early settlement, as we have a moral responsibility which we have no wish to avoid.

Complaints — We will not regard claims for shortage or any kind of complaint, unless immediately notified on receipt of goods, affording us the opportunity to at once investigate.

Terms — Cash with order, except to those whom establish their credit, when 30 days net accounts will be opened. Overdue accounts are subject to 6 per cent. interest. As it requires some time to look up credit references rush orders from new customers should be accompanied by check or money order. All prices given in this catalog are F. O. B. Stroudsburg, Pa.

Guarantee — Having no control over subsequent care we do not give a guarantee on the life of the stock, and we will not replace free of charge. We do warrant all goods to be true to name, full count, large and healthy and in good condition when shipped.

*L*a Bars' *R*hododendron *N*ursery
STROUDSBURG, PENNSYLVANIA